

Store  
Hours  
9 to 5:30

### Lowney's Chocolates in Metal Box : Special

Attractive enameled metal boxes—which make charming utility boxes when empty—filled with three-fourths of a pound of Lowney's fine assorted chocolates. Special Saturday. Box 50¢  
GIMBELS CANDY SHOPS—Street Floor and Downstairs Balcony

# GIMBEL BROTHERS

32ND STREET—BROADWAY—33RD STREET—NEW YORK CITY

Shop By Mail Through  
Our Mail Order Department

For Other  
Gimbel News  
See Page 15



## Welcome to Tweed Hats Gimbels Headquarters for Them

Blurry Tweeds : Herringbone Tweeds : Fuzzy Tweeds : Check-y  
Tweeds : Bright Tweeds : Speckled Tweeds : Dark Tweeds :  
Stitched Tweeds : Gimbels Headquarters for Them All!

TWEEDS! Everybody's wantin'  
'em and buyin' 'em and wearin'  
'em. All the go—in the know.  
Suits and Frocks and HATS!  
TWEEDS!TWEEDS!TWEEDS

**\$1.95 to \$5.00**

TWEED HATS FOR WOMEN  
TWEED HATS FOR MISSES  
AND FOR CHILDREN, TOO  
GIMBELS MILLINERY SALON—Third Floor

TWEEDS! Round tweeds: turn-  
up tweeds : turn-down tweeds :  
rough rider tweeds : sportish  
tweeds : and conservative, too.  
TWEEDS!TWEEDS!TWEEDS!



### Tweed Suit BLOUSES

Color-trimmed in Tweed-tones That  
Match Your Tweed-suit's Tones

**\$2.95**

Tweed-tones on the blouse left.  
Vandyke frill embroidered in  
tweed-tones of dandelion, helio-  
trope, copen, rose. On a white  
voile blouse.

SIZES 34 TO 44.

GIMBELS BLOUSE SHOP—Third Floor

Tweed-tones on the tuck-in  
blouse right. Checked silk  
tweed tones, in rose, tan, green,  
navy on Peter Pan collared  
blouses of white voile!

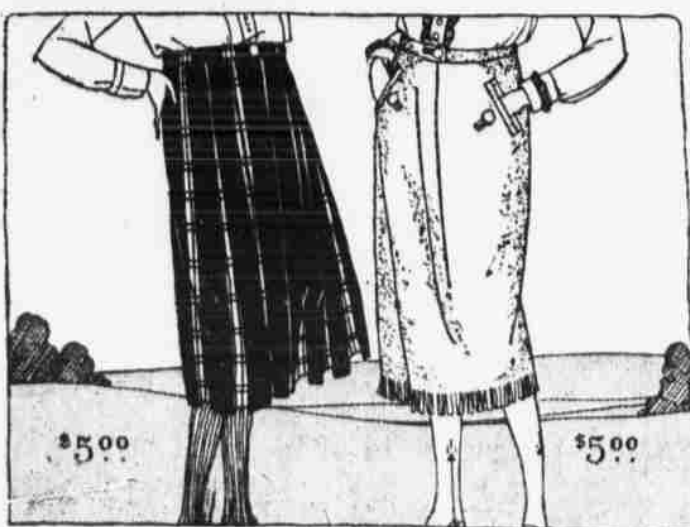
SIZES 34 TO 42.

### Make Your Spring Clothes!

A Course of Six Lessons  
in The Gimbel School of  
Dressmaking Is Only **\$4**

The course includes instruction in the making of all kinds  
of wearing apparel, from dainty undergarments to smart  
tailleurs. Given under the guidance of a skilled instructor.  
One and one-half hour lessons from 9 A. M. to 5:30 P. M.

ENROLL—GIMBELS PATTERN SHOP—Second Floor



### Sale! Sports Skirts Fringed Or Pleated

Women's  
and Misses'

**\$5**

Women's  
and Misses'

PRUNELLAS

All-wool. Box pleated in stripes  
and plaid combinations. Brown  
and Tan, Navy and Tan, Black  
and White with Blue Stripes.

GIMBELS SKIRT SHOP—Third Floor

TWEEDS

Plain tailored or with fashion-  
able fringes. Gray, Red, Tan or  
Blue. An extremely low price  
for Tweeds.

### Your Choice of AXMINSTER RUGS

It's a Wider Choice at  
Gimbels : A Better Choice:  
And Prices Are Lower

Take just one size, for instance—the popular 9x12 foot room  
size. There's every wantable color and shade. A host of  
attractive Oriental patterns. A price range within every  
purse reach—at each price wide pattern range. And the  
prices are low!

THREE SPECIAL  
Values in 9 x 12 Ft. Axminsters

**\$28.00 \$32.50 \$38.50**

GIMBELS RUG STORE—Sixth Floor

### Men! Time To Change Old HATS for New!



Crisp New Felts  
Sale Priced at

**\$2.95**

Not \$2.95 hats—but better hats  
—low priced. You can tell it in  
the good lines—and the good  
linings. In every point of style  
and make. And they're NEW  
hats—up-to-the-minute in mode  
and color. Special purchase!

At  
\$2.95

500 Derbies  
Added to the Sale

More good hats—more big  
values; wide style range.

GIMBELS MEN'S HAT SHOP—Fourth Floor

### A TOWEL SALE!

Choosing Towels for Quality :  
Pricing Them at SAVINGS

Linen Huck Towels, with  
damask border. Fine quality—  
many patterns. 18x34 Inches.  
**\$1.25**

Guest Room Towels, pure  
linen, with damask border, and  
all-over figures. 15x24 Inches.  
**75¢**

Imported Glass Towels from  
Ireland. "Glass or pantry  
towel" woven on red border.  
19x26 Inches - - - - **29¢**

GIMBELS HOUSEHOLD LINENS SHOP—Second Floor

Huck Face Towels, firm, soft  
towels, with neat red border.  
Size 18x36 Inches - - - **19¢**

Striped Glass Toweling, pure  
Irish linen, heavy quality—ab-  
sorbent. 17-Inch width.  
Yard - - - - - **30¢**

Good Turkish Towels—jac-  
quard border in pink, blue, gold  
or lavender. 20x40 Inches, 49¢

### TWEED SUITS! New! Specially Priced



Jaunty Two-Piece Models;  
the New Three-Piece "Knick-  
erbocker Suit," consisting of  
Coat, Skirt and Knickers.

**\$29.75**

Distinction tailored right into every  
one of the fifteen new models. Fashion's  
favorite, the Cape and Dress; the  
ever-good Coat and Skirt; and for the  
sportswomen, the Knickerbocker suit.  
Every type of Tweed, in lovely light  
or dark mixtures. Beautifully lined.  
Straight line, belted or box coats.  
Pretty new pockets. Notch, tuxedo or  
shawl collars. Top of the Fashion,  
of course.

Women's 36 to 46  
Misses' 14 to 18

We believe that we have the  
most comprehensive showing of  
Tweed Suits in the city. Im-  
ported and Domestic Tweeds.  
Several well-known trade-mark  
Tweeds. Each a tip-top value at  
its pricing. . . . . **\$22 to \$65**

GIMBELS WOMEN'S AND MISSES' SUIT SHOPS—Third Floor

### Sale! New Worsted Slip-On Sweaters



**\$2.95**

For Women  
For Misses

Stunning new sweaters : Fashion's  
favorite style—the "slip-  
on." Made of pure worsted  
yarns in middy and belted ef-  
fects. Collarless or with the roll  
collar that buttons snugly 'round  
the neck. Trim fitting cuffs.  
Some are braid bound. Plain  
and combinations. GOOD  
sweaters and SO low-priced!

Tuxedo Coat  
Sweaters: \$2.95

Navy Black Buff  
Jade and Black Jockey  
Buff and Brown  
Brown and Buff

GIMBELS WOMEN'S AND MISSES' SWEATER SHOP—Third Floor



### Advance Sale New SPRING FROCKS

Women's  
34 to 46

**\$25**

Misses'  
14 to 20

Every frock in the entire lot should sell for more money.  
First glance tells you that. And a thorough examination  
of fabrics and workmanship assures you of their high qual-  
ity. And the STYLES! They're distinguished for their  
nice balance of the dictations of the mode and the origi-  
nality of their interpretations of the spirit of spring.

A clever woman knows how to express her personality in frocks.  
There're frocks here to suit every type. Quaint basque frocks  
for Old World types; drapery, picturesque frocks, imperi-  
nent little modern affairs; statuesque gowns for years of dignity.



### Just a Few Style Hints

—There is a lovely new knitted silk fabric  
whose soft, graceful folds are admirably  
adapted to the full-figured woman.  
—When the bottom of a skirt wishes to be  
different, it chooses scallops.  
—Color, color everywhere when embroid-  
ery favors the Paisley shades.

—Pansies come not singly but in dozens,  
lending the ultra-desirable long-line  
effect.  
—Just to be original, the sports frock de-  
mands a complement—a cape.  
—Beads—as ever—are good, preferring the  
iridescent or crystal type.

#### MATERIALS

Canton Crepe Tricotine  
Crepe Satins  
Knitted Silk  
Tweed  
Crepe-Knit  
Taffeta

#### COLORS

Navy Black Buff  
Evening Shades  
Brown Cornflower  
Henna  
Other New Shades  
White



GIMBELS WOMEN'S AND MISSES' DRESS SHOPS—Third Floor

## GOING BIG : THE GREAT SALE Society Brand AND GIMBEL Suits and Overcoats

Were \$50  
Were \$55  
Were \$60  
Were \$65  
**\$27.50**

Added to the sale—just in—are 500 Society Brand suits.  
The makers' surplus—a collection unusually fine. No  
need to say a word of quality. Society Brand clothes are  
the quality standard the nation over. Gimbel clothes  
too the quality mark as well—product of six of the na-  
tion's finest makers. All reduced for final clearance.

### A Sale of Fine Tuxedos

New 1922 model. Half silk lined. Another  
good make, well cut, well tailored. Tux-  
edos that the well dressed man can wear  
with confident correctness and smartness.  
**\$29.50**

THE SUITS — single and  
double breasted. One, two  
and three button models.

THE OVERCOATS — Ul-  
sters, town ulsters, Chester-  
fields and box models.

GIMBELS MEN'S CLOTHING SHOP—Fourth Floor

Brooklyn, Long Island and New Jersey Customers Direct to Gimbels via Tubes and Subways